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Study No. 874005

ATTITUDES ABOUT TELEVISION, SEX AND CONTRACEPTION

A survey of a cross-section
of Adult Americans

Conducted for

Planned Parenthood Federation of America

by

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INTRODUCTION

This survey was conducted to measure the perceptions and attitudes of the the American people to the influence of television, the portrayal of sex in television programs, and the advertising of contraceptives on television.

It is based on television interviews with a cross-section of 1,250 adult Americans, aged 18 and over, conducted between January 28 and February 1, 1987.

There is little need to explain the need for this survey. Historically many, but not all, television companies, and all three networks, have refused to air commercials for contraceptives on the grounds that they would offend viewers. Spokesmen for the networks and the industry have frequently defended this position on the grounds that "there is no consensus in favor of contraception" or that "contraception is controversial." They also have pointed out that contraception is opposed by the Catholic Church and by some other religious groups. The opposite position has been taken by people who have pointed out the urgent need to take steps to reduce unintended pregnancy, particularly among teenagers, and to prevent the spread of AIDS. Critics of the television industry have also drawn attention to the large number of programs and advertisements which, they assert, include many sexual references, incidents and innuendos, calculated to titillate viewers and encourage sexual activity without reference to contraception. This survey is designed to examine where the American people stand on these and related issues.

The importance of the issues covered by this survey is underlined by the findings of two other surveys conducted for Planned Parenthood Federation of America. The 1985 Planned Parenthood/Harris survey reported

that an overwhelming 84% of American adults felt that teenage pregnancy was a serious national problem. The 1986 Planned Parenthood/Harris survey, a nationwide survey of teenagers aged 12 to 17, showed that a majority of all young people are sexually active before they reach the age of 18, and that only one-third of sexually active teenagers use contraceptives all the time, while one-quarter never use them. Clearly the problem of teenage pregnancy can only be attacked successfully either by reducing the sexual activity of teenagers or by increasing teenager's use of contraceptives. Given the importance of television in the life of teenagers in the late twentieth century, and the proven power of television to influence the behavior of consumers, the potential for television to influence teenage behavior is obviously an important subject for study.

As with all Harris surveys, the questionnaire for this survey was carefully designed to be fair, balanced and comprehensive. Where questions used the "agree/disagree" technique, every positive statement about television was balanced by a negative statement. Wherever the survey measured reactions to statements tending to support a point of view (e.g., contraceptive advertising would "encourage more teenagers to use contraceptives"), a balancing statement was also used (e.g., contraceptive advertising would "encourage more teenagers to be sexually active").

Full details of the methodology used in this survey are given in the technical appendix.

THE FINDINGS

1. There is a broad consensus that television influences the values and behavior of people who watch several hours of television each day. By 81-15% the overwhelming majority of Americans believe that television does have this power.

Americans are broadly split on the overall impact of television. While 44% believe that the influence is generally positive, 40% believe that the influence is generally negative.

Parents appear to be particularly concerned about the impact of television on their children. More than two-thirds (68%) of parents with children under 18 say they are worried about the effect watching television has or may have on their children's values and behavior.

2. Most people believe that watching television encourages teenagers to be sexually active. Almost two-thirds (64%) of American adults believe this to be the case. Most of the remainder (27%) think that it has no effect on the sexual behavior of teenagers.

Furthermore, by 66-31% most people believe that there is so much sex and talk about sex on television that it's not surprising that so many teenagers get pregnant.

3. More than eight out of ten Americans (83%) believe that television exaggerates the importance of sex in American life. Only 13% believe that television accurately represents the importance of sex.

Indeed, by a two-to-one majority most people disagree with the statement that children and teenagers get a realistic understanding of the role of sex in life from watching television. And by 63-35% they believe that most television programs give the impression that sex is all fun and no risk.

However, it would seem that these criticisms of the excessive sexual content of television programs is focused on a minority of programs and that many other programs are not blamed. A 54-44% majority of adults believe that most television programs keep the number of references to sex and roles with sexual overtones in their shows within reasonable limits.

4. It is generally believed that television could encourage the use of contraceptives by young people. By 76-19%, more than three-quarters of all adults, believe that if young people saw that the television stars they admire used birth control, they would be more likely to use contraceptives themselves.

5. By large majorities most Americans reject arguments that references to contraceptives on television would be offensive. By 59-34% they reject the argument that it would be offensive to indicate that the characters in television programs use birth control. By 64-32% they reject the argument that contraception is too controversial to be mentioned in television programs, and by a huge 79-17% majority they hold the view that there are many things on television which are much more offensive than references to contraception.

The majorities feeling that contraception is not too controversial to be mentioned on television are somewhat smaller among Catholics (59-37%) and Evangelical Christians (52-43%).

6. By a substantial 60-37% majority most Americans believe that television stations should be allowed to show contraceptive advertising. It is interesting to note that there is more support for contraceptive advertising than there is for the advertising of beer and wine (a 53-45% majority in favor), and for feminine hygiene sprays (58-39% in favor), both of which are frequently advertised on television.

It is also noteworthy that a massive 86-12% majority is opposed to the advertising of x-rated movies, although these are apparently advertised by some television stations.

Surprisingly perhaps in reply to this question, Catholics are, if anything, slightly more accepting of contraceptive advertising (62-36%) than the total population. Evangelical Christians are almost equally split with 50% in favor and 47% opposed.

7. The overwhelming majority of Americans (82%) believe that contraceptive advertising on television would encourage more teenagers to use contraceptives. Only 14% do not believe that television advertising would have this effect.

8. A modest 52-42% majority reject the argument that contraceptive advertising on television would encourage more teenagers to have sex. When the answers to this question and other questions are compared, it is apparent that, for many people, the urgency of doing something to address the problem of widespread teenage pregnancy and the prevention of AIDS (see #11) is worth the risk that it might encourage some teenagers to be more sexually active.

9. A huge majority (72%) of Americans say they would not be offended by contraceptive advertising on television. However, a sizable minority (26%) say that they would be offended.

Large majorities of all the groups analyzed say they would not be offended by contraceptive advertising. The largest proportions of those who would be offended are found among those over 65 (42%), women (33%), those who did not graduate from high school (35%), people with household incomes of $15,000 or less (36%) and Evangelical Christians (36%). The replies of Catholics (26% of whom would be offended) are statistically identical to those of other Americans.

10. One in every nine Americans (11%) have a religious or moral objection to birth control and family planning. The largest proportions of those with moral or religious objections are found among Catholics (19%), Hispanics (20%) and people over 65 (24%).

11. The majority in favor of contraceptive advertising on television increases to a 74-23% majority when people are reminded that the Surgeon General and the National Academy of Sciences have called for the increased use of condoms to reduce the spread of AIDS.

The 23% who oppose the advertising of condoms in the fight to contain the AIDS epidemic is close to the 26% who say they would be offended by contraceptive advertising. It is clear, therefore, that approximately one-quarter of adult Americans are strongly opposed to contraceptive advertising on television.

Whether Various Products Should be
Advertised on Television - Summary Table

	SHOULD %	SHOULD NOT %	NOT SURE %
POLITICAL CANDIDATES	77	20	3
HEMORRHOID TREATMENTS	71	27	2
LOTTERIES	69	28	3
TAMPONS	63	33	4
CONTRACEPTIVES	60	37	3
FEMININE HYGIENE SPRAYS	58	39	3
BEER AND WINE	53	45	2
CIGARETTES	34	65	1
EROTIC LINGERIE	27	69	4
X-RATED MOVIES	12	86	2

IN CONCLUSION

The interpretation of these findings and their application in decision-making about contraceptive advertising will inevitably depend on the views of those making the interpretation. Those opposed to contraception on principle, or those opposed to the showing of contraceptive advertising on television, may well point out that it is not enough to have majorities support something, and that anything which offends even a sizable minority of the population is best avoided. Those who take this view, however, must also concede that if contraceptive advertising is not acceptable, then advertising for beer, wine, or feminine hygiene sprays is even less acceptable. Furthermore, it is hard to justify the position previously taken by the television industry in opposing the ban on cigarette advertising when, by 2-to-1, most people are opposed to their being shown. Any argument based on the need not to offend even minorities of the public should note the very large majorities which are critical of the way that many programs exaggerate the importance of sex, minimize its risks and, it is believed, encourage teenagers to be sexually active. If there are grounds for not showing contraceptive advertising there are clearly much stronger grounds for changing the sexual content of television programs. Indeed, the magnitude of the criticism of the sexual content of many television programs should be of concern to the television industry whatever their views on contraceptive advertising.

The survey also puts the statement that "contraception is controversial" in a proper context. The overwhelming majority of Americans (87%) have no moral or religious objection to contraception and only small minorities even of Catholics and Evangelical Christians take this view. If

something is controversial because 11% of Americans object to it, then many of the subjects covered on television every night are surely much more controversial.

Overall, the survey leaves no doubt that there is a substantial popular mandate for contraceptive advertising on television. While one in nine Americans has a moral objection to contraception and between 23% and 37% are opposed to contraceptive advertising (depending on the context and the question) the great majority clearly believe that contraceptive advertising is desirable and necessary to reduce teenage pregnancy and to contain the spread of AIDS.

The overwhelming public endorsement of contraceptive advertising shown by this survey indicates that the television networks, in opposing such advertising, are out of step with the great majority of the American people. In the 1990s we may well look back with amazement on the reluctance of the television industry to show contraceptive advertising, just as we now look back on the old Hollywood rules which used to require that even married couples could not be shown sleeping in the same bed.

Whether Television Influences Values and Behavior

Table 1a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.1 - OVERALL DO YOU THINK THAT TELEVISION DOES OR DOES NOT INFLUENCE THE VALUES AND BEHAVIOR OF PEOPLE WHO WATCH SEVERAL HOURS OF TELEVISION EACH DAY?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
DOES INFLUENCE	81	80	82	87	77	75	88	83	67	76	79	85	90
DOES NOT INFLUENCE	15	16	15	11	18	25	11	13	21	18	18	11	9
NOT SURE	4	4	3	2	5	-	1	4	12	6	3	4	1
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Television Influences Values and Behavior - continued

Table 1b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.1 - OVERALL DO YOU THINK THAT TELEVISION DOES OR DOES NOT INFLUENCE THE VALUES AND BEHAVIOR OF PEOPLE WHO WATCH SEVERAL HOURS OF TELEVISION EACH DAY?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
DOES INFLUENCE	81	83	78	84	78	81	72	89	85	87	82	72	84
DOES NOT INFLUENCE	15	13	19	13	20	12	22	10	13	12	15	22	13
NOT SURE	4	5	3	3	2	7	6	2	2	1	3	6	3
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Overall Influence of Television

Table 2a

- 874003 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.2 - OVERALL DO YOU THINK THE INFLUENCE OF TELEVISION ON VIEWERS IS GENERALLY POSITIVE OR GENERALLY NEGATIVE?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
GENERALLY POSITIVE	44	45	44	51	40	55	48	35	37	43	47	48	36
GENERALLY NEGATIVE	40	40	39	36	42	33	40	43	41	36	37	39	51
NEITHER	10	9	10	7	11	8	7	13	11	13	9	7	9
NOT SURE	6	6	7	6	7	3	5	9	10	8	7	6	4
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Overall Influence of Television - continued

Table 2b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.2 - OVERALL DO YOU THINK THE INFLUENCE OF TELEVISION ON VIEWERS IS GENERALLY POSITIVE OR GENERALLY NEGATIVE?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
GENERALLY POSITIVE	44	44	49	42	34	38	48	42	47	42	43	52	47
GENERALLY NEGATIVE	40	39	40	47	38	43	33	44	40	43	41	31	40
NEITHER	10	10	6	7	21	10	11	9	8	8	10	10	8
NOT SURE	6	7	5	4	7	9	8	4	5	7	6	7	5
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Impact of Television on Teenage Sexual Behavior

Table 3a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.3 - DO YOU THINK THAT WATCHING TELEVISION TENDS TO ENCOURAGE OR DISCOURAGE TEENAGERS FROM BEING SEXUALLY ACTIVE, OR DOES IT HAVE NO EFFECT?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
ENCOURAGE	64	58	68	65	63	56	60	69	71	62	63	64	67
DISCOURAGE	3	3	3	2	4	5	3	2	4	6	2	2	1
NO EFFECT	27	33	22	28	27	36	32	22	17	24	29	29	27
NOT SURE	6	6	6	5	7	3	6	7	8	8	6	5	5
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Impact of Television on Teenage Sexual Behavior - continued

Table 3b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.3 - DO YOU THINK THAT WATCHING TELEVISION TENDS TO ENCOURAGE OR DISCOURAGE TEENAGERS FROM BEING SEXUALLY ACTIVE, OR DOES IT HAVE NO EFFECT?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
ENCOURAGE	64	67	60	71	68	77	61	61	65	66	64	65	55
DISCOURAGE	3	3	4	-	2	4	5	2	3	2	3	-	9
NO EFFECT	27	25	29	27	20	14	28	31	28	27	28	23	29
NOT SURE	6	5	7	2	11	5	7	7	4	5	5	12	7
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Television Industry Should be Concerned About Its Influence

Table 4a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.4 - ON THE WHOLE DO THINK THE TELEVISION INDUSTRY SHOULD OR SHOULD NOT BE CONCERNED WITH THE INFLUENCE IT HAS ON THE VALUES AND BEHAVIOR OF YOUNG PEOPLE?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	90	89	90	92	88	88	91	91	86	84	89	95	94
SHOULD NOT	8	8	8	7	9	8	9	7	7	11	9	4	5
NOT SURE	2	3	2	1	3	4	1	2	6	6	2	1	1
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Television Industry Should be Concerned About Its Influence - continued

Table 4b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.4 - ON THE WHOLE DO THINK THE TELEVISION INDUSTRY SHOULD OR SHOULD NOT BE CONCERNED WITH THE INFLUENCE IT HAS ON THE VALUES AND BEHAVIOR OF YOUNG PEOPLE?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	90	91	89	95	92	92	84	94	93	91	90	85	88
SHOULD NOT	8	7	8	5	8	5	12	4	7	8	7	11	9
NOT SURE	2	2	3	-	-	3	4	3	1	1	2	3	2
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Table 5a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....MOST TELEVISION PROGRAMS KEEP THE NUMBER OF REFE.ENCES TO SEX AND ROLES WITH SEXUAL OVERTONES IN THEIR SHOWS WITHIN REASONABLE LIMITS....

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	54	60	48	53	54	69	57	44	45	53	56	60	46
DISAGREE	44	37	49	44	43	31	41	52	49	45	41	38	50
NOT SURE	2	2	3	2	3	•	1	4	6	1	3	2	3
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Attitudes to Television and Sex - 1 (continued)

Table 5b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?.. MOST TELEVISION PROGRAMS KEEP THE NUMBER OF REFERENCES TO SEX AND ROLES WITH SEXUAL OVERTONES IN THEIR SHOWS WITHIN REASONABLE LIMITS....

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	54	50	59	59	60	40	55	58	53	54	54	52	55
DISAGREE	44	47	39	37	38	57	43	40	46	44	44	44	40
NOT SURE	2	3	2	5	2	2	2	3	1	2	2	4	5
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Table 6a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....MOST TELEVISION PROGRAMS GIVE THE IMPRESSION THAT SEX IS ALL FUN AND NO RISK....

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	63	60	65	65	62	54	66	67	57	49	63	72	71
DISAGREE	35	38	33	34	36	45	33	31	38	47	35	26	28
NOT SURE	2	1	3	2	2	•	1	3	5	4	1	2	1
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Attitudes to Television and Sex - 2 (continued)

Table 6b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....MOST TELEVISION PROGRAMS GIVE THE IMPRESSION THAT SEX IS ALL FUN AND NO RISK....

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	63	64	62	61	78	66	56	66	73	65	64	57	54
DISAGREE	35	34	37	39	22	30	40	34	26	34	34	41	44
NOT SURE	2	3	1	-	-	3	4	1	*	1	2	2	2
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Table 7a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....CHILDREN AND TEENAGERS GET A REALISTIC UNDERSTANDING OF THE ROLE OF SEX IN LIFE FROM WATCHING TELEVISION....

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	33	31	34	30	34	37	25	35	45	50	34	23	13
DISAGREE	66	67	64	70	63	63	74	63	49	47	65	75	86
NOT SURE	2	2	2	*	3	-	1	2	6	3	1	1	1
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Attitudes to Television and Sex - 3 (continued)

Table 7b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?...CHILDREN AND TEENAGERS GET A REALISTIC UNDERSTANDING OF THE ROLE OF SEX IN LIFE FROM WATCHING TELEVISION....

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	33	33	34	11	37	34	44	28	30	20	30	45	46
DISAGREE	66	64	66	85	59	62	54	70	70	79	68	51	52
NOT SURE	2	2	*	4	4	3	1	2	1	1	2	3	2
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Table 8a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....WHAT CHILDREN AND YOUNG PEOPLE SEE ON TELEVISION INFLUENCES HOW THEY BEHAVE....

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	78	78	78	80	76	66	79	80	83	71	77	81	85
DISAGREE	19	20	18	15	21	30	19	15	14	24	19	17	13
NOT SURE	3	3	4	4	3	3	3	5	3	4	4	3	2
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Attitudes to Television and Sex - 4 (continued)

Table 8b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....WHAT CHILDREN AND YOUNG PEOPLE SEE ON TELEVISION INFLUENCES HOW THEY BEHAVE....

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	78	79	78	71	83	81	71	79	82	80	79	73	71
DISAGREE	19	17	20	29	11	13	25	19	15	17	18	24	28
NOT SURE	3	4	3	-	5	6	4	2	2	3	4	3	1
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Table 9a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....IT WOULD BE OFFENSIVE TO INDICATE ON TV THAT THE CHARACTERS IN TELEVISION PROGRAMS USE BIRTH CONTROL....

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	34	33	35	33	35	25	28	45	42	41	37	28	22
DISAGREE	59	61	58	62	58	72	68	48	41	50	55	69	73
NOT SURE	7	7	7	5	8	3	4	7	18	9	7	3	6
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Attitudes to Television and Sex - 5 (continued)

Table 9b

874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....IT WOULD BE OFFENSIVE TO INDICATE ON TV THAT THE CHARACTERS IN TELEVISION PROGRAMS USE BIRTH CONTROL....

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	34	34	40	12	34	39	42	33	29	26	33	38	40
DISAGREE	59	59	57	83	51	50	51	61	67	70	60	56	58
NOT SURE	7	8	4	5	15	11	8	6	4	4	7	6	1
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Table 10a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....THERE ARE MANY THINGS ON TV WHICH ARE MUCH MORE OFFENSIVE THAN REFERENCES TO CONTRACEPTION....

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	79	81	77	81	78	83	83	77	67	70	75	89	91
DISAGREE	17	16	17	17	16	15	15	16	23	23	21	8	6
NOT SURE	4	3	6	3	6	2	2	6	10	7	4	3	3
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Table 10b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....THERE ARE MANY THINGS ON TV WHICH ARE MUCH MORE OFFENSIVE THAN REFERENCES TO CONTRACEPTION....

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	79	79	78	93	79	73	73	80	84	87	81	72	68
DISAGREE	17	16	19	7	13	19	21	16	15	11	15	24	25
NOT SURE	4	5	3	-	8	9	6	4	1	3	4	4	6
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Table 11a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....CONTRACEPTION IS TOO CONTROVERSIAL TO BE MENTIONED IN TELEVISION PROGRAMS....

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	32	29	34	28	34	31	23	37	47	41	36	24	17
DISAGREE	64	69	60	69	61	68	75	56	44	51	61	72	81
NOT SURE	4	2	6	3	5	1	2	7	9	8	3	3	2
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Table 11b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....CONTRACEPTION IS TOO CONTROVERSIAL TO BE MENTIONED IN TELEVISION PROGRAMS....

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	32	33	37	13	14	43	43	30	29	20	31	38	32
DISAGREE	64	63	59	87	76	52	53	67	71	78	65	57	58
NOT SURE	4	4	4	-	10	5	5	4	1	3	4	5	10
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Table 12a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....THERE IS SO MUCH SEX AND TALK ABOUT SEX ON TELEVISION THAT IT'S NOT SURPRISING THAT SO MANY TEENAGERS GET PREGNANT....

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	66	61	71	66	67	66	62	68	77	70	69	62	60
DISAGREE	31	35	27	31	31	34	35	28	19	29	28	36	35
NOT SURE	3	3	2	3	3	-	3	4	3	1	3	3	5
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Attitudes to Television and Sex - 8 (continued)

Table 12b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....THERE IS SO MUCH SEX AND TALK ABOUT SEX ON TELEVISION THAT IT'S NOT SURPRISING THAT SO MANY TEENAGERS GET PREGNANT....

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	66	69	68	56	66	76	76	62	63	59	66	67	65
DISAGREE	31	29	30	37	34	22	22	35	34	38	31	29	34
NOT SURE	3	2	2	7	-	2	2	3	3	3	3	4	1
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Table 13a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....IF YOUNG PEOPLE SAW THAT THE TV STARS THEY ADMIRE USE BIRTH CONTROL THEY WOULD BE MORE LIKELY TO DO SO THEMSELVES....

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	76	78	75	78	76	83	76	76	72	79	75	78	72
DISAGREE	19	19	18	19	18	16	21	17	17	15	20	19	20
NOT SURE	5	3	7	4	6	1	3	7	11	5	5	4	7
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Table 13B

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGREE WITH THIS STATEMENT ABOUT TELEVISION?....IF YOUNG PEOPLE SAW THAT THE TV STARS THEY ADMIRE USE BIRTH CONTROL THEY WOULD BE MORE LIKELY TO DO SO THEMSELVES....

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
AGREE	76	77	77	79	76	73	81	73	74	77	76	82	67
DISAGREE	19	17	19	18	17	20	15	22	22	17	19	14	21
NOT SURE	5	6	3	3	7	7	4	5	3	5	5	3	11
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Attitudes to Television and Sex - Summary

Table 14a

\- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGEE WITH THESE STATEMENTS ABOUT TELEVISION?

	AGREE	DISAGREE	NOT SURE
	%	%	%
THERE ARE MANY THINGS ON TV WHICH ARE MUCH MORE OFFENSIVE THAN REFERENCES TO CONTRACEPTION	79	17	4
WHAT CHILDREN AND YOUNG PEOPLE SEE ON TELEVISION INFLUENCES HOW THEY BEHAVE	78	19	3
IF YOUNG PEOPLE SAW THAT THE TV STARS THEY ADMIRE USE BIRTH CONTROL THEY WOULD BE MORE LIKELY TO DO SO THEMSELVES	76	19	5
THERE IS SO MUCH SEX AND TALK ABOUT SEX ON TELEVISION THAT IT'S NOT SURPRISING THAT SO MANY TEENAGERS GET PREGNANT	66	31	3
MOST TELEVISION PROGRAMS GIVE THE IMPRESSION THAT SEX IS ALL FUN AND NO RISK	63	35	2

Attitudes to Television and Sex - Summary (continued)

Table 14b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.5 - DO YOU AGREE OR DISAGEE WITH THESE STATEMENTS ABOUT TELEVISION?

	AGREE	DISAGREE	NOT SURE
	%	%	%
MOST TELEVISION PROGRAMS KEEP THE NUMBER OF REFERENCES TO SEX AND ROLES WITH SEXUAL OVERTONES IN THEIR SHOWS WITHIN REASONABLE LIMITS	54	44	2
IT WOULD BE OFFENSIVE TO INDICATE ON TV THAT THE CHARACTERS IN TELEVISION PROGRAMS USE BIRTH CONTROL	34	59	7
CHILDREN AND TEENAGERS GET A REALISTIC UNDERSTANDING OF THE ROLE OF SEX IN LIFE FROM WATCHING TELEVISION	33	66	2
CONTRACEPTION IS TOO CONTROVERSIAL TO BE MENTIONED IN TELEVISION PROGRAMS	32	64	4

Whether Television Accurately Represents Importance of Sex or Exaggerates It

Table 15a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.6 - OVERALL DO YOU THINK TELEVISION ACCURATELY REPRESENTS THE IMPORTANCE OF SEX IN AMERICAN LIFE OR DO YOU THINK IT EXAGGERATES IT?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
YES, ACCURATELY REPRESENTS	13	15	11	15	12	22	12	9	12	16	12	14	10
NO, EXAGGERATES IT	83	82	84	83	83	77	86	85	79	77	85	84	88
NOT SURE	4	3	5	2	5	1	2	6	9	7	3	2	3
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Television Accurately Represents Importance of Sex or Exaggerates It - continued

Table 15b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.6 - OVERALL DO YOU THINK TELEVISION ACCURATELY REPRESENTS THE IMPORTANCE OF SEX IN AMERICAN LIFE OR DO YOU THINK IT EXAGGERATES IT?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
YES, ACCURATELY REPRESENTS	13	11	16	11	18	10	12	17	12	9	12	16	23
NO, EXAGGERATES IT	83	84	82	85	82	85	83	81	87	87	84	80	74
NOT SURE	4	5	2	4	-	5	5	1	2	4	4	4	3
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Beer and Wine Should be Advertised on Television

Table 16a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....BEER AND WINE....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	53	61	46	54	53	71	57	43	42	42	55	58	62
SHOULD NOT	45	37	52	46	44	28	41	55	55	56	43	40	37
NOT SURE	2	2	2	1	3	1	2	2	3	2	2	1	1
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	357

Whether Beer and Wine Should be Advertised on Television - continued

Table 16b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....BEER AND WINE....?

		RELIGION					INCOME				RACE		
	TOTAL	PRO-TES-TANT	CATH OLIC	JEW-ISH	OTHER	EVAN-GELI-CAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HIS-PANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	53	46	65	66	60	35	45	54	59	62	54	49	46
SHOULD NOT	45	52	34	34	40	64	52	46	40	37	44	48	47
NOT SURE	2	2	1	-	-	1	2	*	1	1	1	3	6
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Cigarettes Should be Advertised on Television

Table 17a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....CIGARETTES....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCHOOL	HIGH SCHOOL	SOME COLLEGE	COLLEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	34	38	31	36	34	50	36	28	25	29	40	34	32
SHOULD NOT	65	61	68	63	65	50	63	71	72	70	59	66	67
NOT SURE	1	1	1	1	1	-	1	*	3	1	1	*	*
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Cigarettes Should be Advertised on Television - continued

Table 17b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....CIGARETTES....?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	34	32	35	22	45	26	29	37	44	34	34	39	31
SHOULD NOT	65	67	64	76	55	73	70	62	56	66	65	59	67
NOT SURE	1	1	1	2	-	*	1	1	-	-	1	2	2
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Tampons Should be Advertised on Television

Table 18a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....TAMPONS....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OGL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	63	73	54	66	61	76	72	56	39	49	63	68	79
SHOULD NOT	33	24	42	32	34	23	26	41	50	42	34	31	20
NOT SURE	4	3	4	2	5	1	3	2	10	8	3	*	1
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Tampons Should be Advertised on Television - continued

Table 18b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC.. FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....TAMPONS....?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	63	58	68	86	78	52	49	65	72	79	63	70	55
SHOULD NOT	33	38	29	14	12	43	46	32	27	20	34	26	41
NOT SURE	4	4	2	-	10	5	6	3	1	1	4	4	4
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Contraceptives Should be Advertised on Television

Table 19a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....CONTRACEPTIVES....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	60	68	53	64	58	75	68	53	36	43	63	67	74
SHOULD NOT	37	31	42	34	39	25	29	44	57	50	35	32	25
NOT SURE	3	1	4	2	3	-	2	3	7	7	2	1	1
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Contraceptives Should be Advertised on Television - continued

Table 19b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....CONTRACEPTIVES....?

		RELIGION					INCOME				RACE		
	TOTAL	PRO-TES-TANT	CATH OLIC	JEW-ISH	OTHER	EVAN-GELI-CAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HIS-PANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	60	57	62	83	66	50	46	64	69	74	61	59	52
SHOULD NOT	37	41	36	14	28	47	50	33	30	25	37	34	40
NOT SURE	3	3	2	3	5	3	4	3	1	1	2	7	8
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Political Candidates Should be Advertised on Television

Table 20a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....POLITICAL CANDIDATES....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCHOOL	HIGH SCHOOL	SOME COLLEGE	COLLEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	77	79	75	79	76	77	81	74	73	71	78	79	84
SHOULD NOT	20	20	20	20	20	23	18	22	18	22	20	21	15
NOT SURE	3	1	5	1	4	-	1	4	9	7	2	1	1
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Political Candidates Should be Advertised on Television - continued

Table 20b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....POLITICAL CANDIDATES....?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	77	76	80	90	66	76	71	80	78	84	76	80	81
SHOULD NOT	20	20	19	10	24	19	24	18	21	15	21	16	15
NOT SURE	3	4	2	-	10	5	5	2	1	1	3	4	4
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Erotic Lingerie Should be Advertised on Television

Table 21a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....EROTIC LINGERIE....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	27	35	20	26	28	28	29	26	24	25	28	31	27
SHOULD NOT	69	60	77	70	68	72	68	70	67	67	69	68	71
NOT SURE	4	5	3	5	3	*	3	4	8	9	2	2	2
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Erotic Lingerie Should be Advertised on Television - continued

Table 21b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....EROTIC LINGERIE....?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	27	25	27	38	29	23	26	28	28	30	27	29	30
SHOULD NOT	69	72	69	59	56	73	69	69	69	67	70	62	61
NOT SURE	4	3	4	3	15	4	5	3	3	2	3	9	9
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Feminine Hygiene Sprays Should be Advertised on Television

Table 22a

874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....FEMININE HYGIENE SPRAYS....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCHOOL	HIGH SCHOOL	SOME COLLEGE	COLLEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	58	67	49	60	56	64	65	54	38	45	60	62	69
SHOULD NOT	39	29	48	38	39	36	34	44	49	47	39	37	29
NOT SURE	3	4	3	2	5	-	2	2	14	9	2	1	2
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Feminine Hygiene Sprays Should be Advertised on Television - continued

Table 22b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....FEMININE HYGIENE SPRAYS....?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	58	55	61	71	64	50	45	59	67	68	58	68	41
SHOULD NOT	39	41	37	26	32	46	50	38	32	31	40	28	52
NOT SURE	3	4	2	2	4	4	6	3	1	1	3	5	8
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Hemorrhoid Treatments Should be Advertised on Television

Table 23a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....HEMORRHOID TREATMENTS....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	71	75	68	75	69	76	75	68	61	63	73	75	78
SHOULD NOT	27	23	30	24	28	23	24	30	33	34	25	24	20
NOT SURE	2	2	2	1	3	*	1	2	6	3	1	2	2
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Hemorrhoid Treatments Should be Advertised on Television - continued

Table 23b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....HEMORRHOID TREATMENTS....?

		RELIGION					INCOME				RACE		
	TOTAL	PRO-TES-TANT	CATH OLIC	JEW-ISH	OTHER	EVAN-GELI-CAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HIS-PANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	71	71	71	80	79	69	63	69	78	81	72	71	69
SHOULD NOT	27	27	28	15	13	27	34	28	21	19	26	28	31
NOT SURE	2	2	1	5	8	3	3	3	*	*	2	1	-
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether X-Rated Movies Should be Advertised on Television

Table 24a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....X-RATED MOVIES....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	12	16	8	10	12	9	12	13	10	11	12	11	13
SHOULD NOT	86	82	90	88	85	91	87	83	84	83	87	88	85
NOT SURE	2	2	3	2	2	-	1	3	6	5	1	1	2
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether X-Rated Movies Should be Advertised on Television - continued

Table 24b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....X-RATED MOVIES....?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	12	11	9	18	9	8	11	10	12	14	12	10	11
SHOULD NOT	86	87	90	82	83	89	86	89	87	85	87	85	83
NOT SURE	2	2	2	-	8	3	3	*	1	1	2	6	6
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Lotteries Should be Advertised on Television

Table 25a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....LOTTERIES....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	69	72	66	74	66	79	77	63	48	59	74	72	71
SHOULD NOT	28	26	30	25	30	20	22	36	41	35	24	26	27
NOT SURE	3	2	4	2	4	1	2	2	11	6	2	2	2
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Lotteries Should be Advertised on Television - continued

Table 25b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.7 - DO YOU THINK TELEVISION STATIONS SHOULD OR SHOULD NOT BE ALLOWED TO ADVERTISE....LOTTERIES....?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
SHOULD	69	62	81	85	58	56	60	73	72	75	69	62	76
SHOULD NOT	28	34	16	15	32	40	35	24	27	24	28	34	23
NOT SURE	3	3	3	-	10	4	6	3	1	1	3	4	2
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Impact of Television Advertising on Teenagers' Use of Contraceptives

Table 26a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.8 - IF TELEVISION SHOWED ADVERTISING FOR CONTRACEPTIVES, DO YOU THINK THAT WOULD OR WOULD NOT ..ENCOURAGE MORE TEENAGERS TO USE CONTRACEPTIVES....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
WOULD	82	84	80	83	81	87	85	76	76	78	83	85	81
WOULD NOT	14	13	16	13	15	11	12	19	16	16	14	11	15
NOT SURE	4	4	5	4	4	2	3	5	8	6	3	3	4
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Impact of Television Advertising on Teenagers' Use of Contraceptives - continued

Table 26b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.8 - IF TELEVISION SHOWED ADVERTISING FOR CONTRACEPTIVES, DO YOU THINK THAT WOULD OR WOULD NOT....ENCOURAGE MORE TEENAGERS TO USE CONTRACEPTIVES....?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
WOULD	82	78	87	86	89	74	82	81	82	85	82	79	87
WOULD NOT	14	17	11	6	10	21	13	15	15	12	14	15	11
NOT SURE	4	5	2	8	1	5	4	4	2	3	4	6	2
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Impact of Television Advertising on Teenagers' Sexual Behavior

Table 27a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.8 - IF TELEVISION SHOWED ADVERTISING FOR CONTRACEPTIVES, DO YOU THINK THAT WOULD OR WOULD NOT....ENCOURAGE MORE TEENAGERS TO HAVE SEX....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
WOULD	42	37	46	41	42	41	34	44	59	50	43	38	31
WOULD NOT	52	57	48	53	51	58	61	48	29	42	52	57	63
NOT SURE	6	6	6	5	7	1	5	8	12	9	5	5	6
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Impact of Television Advertising on Teenagers' Sexual Behavior - continued

Table 27b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.8 - IF TELEVISION SHOWED ADVERTISING FOR CONTRACEPTIVES, DO YOU THINK THAT WOULD OR WOULD NOT....ENCOURAGE MORE TEENAGERS TO HAVE SEX....?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
WOULD	42	44	44	29	39	51	52	46	35	30	41	41	49
WOULD NOT	52	50	51	66	58	41	40	50	59	66	53	49	45
NOT SURE	6	7	6	5	2	8	8	5	6	4	6	10	6
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Whether Television Advertising of Contraceptives Would Offend People

Table 28a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.8 - IF TELEVISION SHOWED ADVERTISING FOR CONTRACEPTIVES, DO YOU THINK THAT WOULD OR WOULD NOT....OFFEND PEOPLE LIKE YOU....?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FEMALE	WITH	WITHOUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCHOOL	HIGH SCHOOL	SOME COLLEGE	COLLEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
WOULD	26	18	33	27	26	14	22	32	42	35	26	19	21
WOULD NOT	72	80	64	72	72	85	77	65	54	62	73	78	78
NOT SURE	2	1	3	2	2	1	2	3	4	3	1	3	1
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether Television Advertising of Contraceptives Would Offend People - continued

Table 28b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.8 - IF TELEVISION SHOWED ADVERTISING FOR CONTRACEPTIVES, DO YOU THINK THAT WOULD OR WOULD NOT....OFFEND PEOPLE LIKE YOU....?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
WOULD	26	29	26	13	12	37	36	25	20	20	28	14	21
WOULD NOT	72	69	73	86	82	60	62	72	79	79	70	81	78
NOT SURE	2	2	1	1	5	3	2	3	1	1	2	5	1
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Impact of Television Advertising of Contraceptives - Summary

Table 29

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.8 - IF TELEVISION SHOWED ADVERTISING FOR CONTRACEPTIVES, DO YOU THINK THAT WOULD OR WOULD NOT....?

	WOULD	WOULD NOT	NOT SURE
	%	%	%
ENCOURAGE MORE TEENAGERS TO USE CONTRACEPTIVES	82	14	4
ENCOURAGE MORE TEENAGERS TO HAVE SEX	42	52	6
OFFEND PEOPLE LIKE YOU	26	72	2

Whether People Have Religious or Moral Objection to Contraception

Table 30a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.9 - DO YOU PERSONALLY HAVE ANY RELIGIOUS OR MORAL OBJECTION TO BIRTH CONTROL AND FAMILY PLANNING?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
YES, HAVE MORAL/ RELIGIOUS OBJECTION	11	11	12	8	13	5	8	13	24	16	11	9	8
NO OBJECTION	87	88	87	91	85	95	91	86	72	82	88	90	91
NOT SURE	1	2	1	*	2	-	1	1	4	2	1	1	1
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Whether People Have Religious or Moral Objection to Contraception - continued

Table 30b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.9 - DO YOU PERSONALLY HAVE ANY RELIGIOUS OR MORAL OBJECTION TO BIRTH CONTROL AND FAMILY PLANNING?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
YES, HAVE MORAL/ RELIGIOUS OBJECTION	11	9	19	-	19	13	17	8	9	6	11	12	20
NO OBJECTION	87	89	80	100	81	85	82	91	90	94	88	86	80
NOT SURE	1	2	1	-	-	2	1	2	*	*	2	2	-
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Attitudes to Television Advertising of Condoms to Prevent Spread of AIDS

Table 31a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.10 - WOULD YOU FAVOR OR OPPOSE THE USE OF ADVERTISEMENTS ON TV TO PROMOTE THE USE OF CONDOMS TO PREVENT THE SPREAD OF AIDS?

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCHOOL	HIGH SCHOOL	SOME COLLEGE	COLLEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
FAVOR	74	76	72	78	71	85	77	71	59	67	76	75	79
OPPOSE	23	22	25	21	25	15	22	26	32	28	22	22	19
NOT SURE	3	2	4	1	4	*	1	3	9	4	1	3	2
UNWEIGHTED BASE	1250	601	649	470	778	161	549	339	199	172	421	300	353

Attitudes to Television Advertising of Condoms to Prevent Spread of AIDS - continued

Table 31b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.10 - WOULD YOU FAVOR OR OPPOSE THE USE OF ADVERTISEMENTS ON TV TO PROMOTE THE USE OF CONDOMS TO PREVENT THE SPREAD OF AIDS?

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 1250)													
FAVOR	74	72	74	83	75	64	64	76	76	84	74	75	70
OPPOSE	23	25	24	15	25	32	30	22	23	15	23	25	30
NOT SURE	3	3	2	1	-	4	6	1	2	1	3	1	-
UNWEIGHTED BASE	1250	724	358	39	33	275	309	258	254	333	1059	107	84

Attitudes of Parents' to Influence of Television on Their Children

Table 32a

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.11B - ARE YOU WORRIED ABOUT THE AFFECT WATCHING TELEVISION HAS, OR MAY HAVE ON YOUR CHILD'S VALUES AND BEHAVIOR?
BASE: "HAVE CHILDREN UNDER 18 YEARS OF AGE"

		SEX		CHILDREN		AGE				EDUCATION			
	TOTAL	MALE	FE-MALE	WITH	WITH-OUT	18 - 24	25 - 44	45 - 64	65 PLUS	LESS THAN HIGH SCH-OOL	HIGH SHC-OOL	SOME COL-LEGE	COL-LEGE GRAD
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 481)													
YES, WORRIED	68	66	70	68	-	72	69	60	63	74	62	71	72
NO, NOT WORRIED	30	32	29	30	-	25	30	38	37	26	35	29	26
NOT SURE	2	2	1	2	-	3	1	2	-	-	3	-	2
UNWEIGHTED BASE	470	227	243	470	-	33	364	69	4	45	163	125	136

Attitudes of Parents' to Influence of Television on Their Children - continued

Table 32b

- 874005 TV & CONTRACEPTIVES
LOUIS HARRIS & ASSOC., FEBRUARY 9, 1987

Q.11B - ARE YOU WORRIED ABOUT THE AFFECT WATCHING TELEVISION HAS, OR MAY HAVE ON YOUR CHILD'S VALUES AND BEHAVIOR?
BASE: "HAVE CHILDREN UNDER 18 YEARS OF AGE"

		RELIGION					INCOME				RACE		
	TOTAL	PROTESTANT	CATHOLIC	JEWISH	OTHER	EVANGELICAL	$15,000 OR LESS	$15,001 TO $25,000	$25,001 TO $35,000	$35,001 OR MORE	WHITE	BLACK	HISPANIC
	%	%	%	%	%	%	%	%	%	%	%	%	%
(BASE: 481)													
YES, WORRIED	68	68	72	64	69	72	68	60	74	68	67	77	68
NO, NOT WORRIED	30	31	26	36	31	28	31	38	23	32	32	20	32
NOT SURE	2	1	2	-	-	-	2	1	3	-	2	2	-
UNWEIGHTED BASE	470	276	136	14	15	114	75	99	119	158	383	46	41

SAMPLING METHODOLOGY

National Public Telephone Cross Section

Louis Harris and Associates, Inc.

I. Introduction

Louis Harris and Associates' telephone surveys are based on a national sample of the civilian population 18 years of age and older of the United States. Those living in Alaska and Hawaii are not represented, nor are those in prisons, hospitals, or religious and educational institutions, unless such individulas have their own outside phone line. Samples are based on the Census Bureau's adult population figures for each state in the country. These figures are updated by intercensal estimates produced annually by the Census Bureau, and sample locations are selected biennially to reflect changes in the country's demographic and geographic profile.

National samples are stratified on two dimensions -- geographic region and metropolitan vs. nonmetropolitan residence. Stratification ensures that the sample will reflect within 1% those living in different regions of the country and those living in SMSAs and non-SMSAs. Within each stratum, the selection of the primary sampling unit (PSU) is achieved through multistage unclustered sampling. Each PSU yields one interview. First states, then count ies, and then minor civil divisions are selected, with probability of selection proportionate to Census Bureau estimates of their respective populations.

II. Random Digit Dialing

Louis Harris and Associates employs a random digit dialing procedure to select households within primary sample units. Random digit dialing is a significant improvement over previously used techniques, extending the potential coverage rate to almost 95% of the U.S. population.

Unless some method of random digit dialing is used, telephone samples must be drawn directly from published lists. However, since the population of unlisted phone number subscribers is large and demographically dissimilar to subscribers with listed phone numbers, reliance on telephone directories alone yields seriously biased samples. For this reason, using published phone listings as the universe is inadequate for telephone surveys and inferior to using random digit dialing.

The use of a random digit dialing method offers other important advantages:

-- The sample is highly representative.

-- Unlisted telephone numbers have the same probability of inclusion in the sample as listed numbers. This is particularly important in reaching both high income and minority populations.

-- Respondents are geographically dispersed, rather than clustered.

-- Households with multiple phone listings have the same probability of inclusion in the sample as households with a single phone listing.

III. Sample Development

Virtually all of the hundreds of national telephone surveys conducted by the Harris organization each year are based on a modified, stratified, random digit dialing method. In addition Harris telephone surveys use a stratified area probability approach rather than a single-stage sample.

There are three important advantages to using an area probability approach:

-- It allows greater stratification of the population (Harris samples have twelve strata).

-- It allows comparisions with Census Bureau data and other published demographic information that have a geographic base.

-- It is compatible with sampling for in-person interviewing, thus providing greater versatility in study design.

The sample is developed in a multistage process. First, a listing is constructed of the latest estimates of the adult population of every state within each region in rank order, then a running cumulative total of gross sums is produced. Next, a skip factor is calculated as t/n, where t is the adult population of the stratum and n is the number of sample points needed. Then a random number, ¥ , smaller than the skip factor, is selected. Beginning with the random number ¥, the sample points are then assigned according to where the numbers ¥, (¥ + t/n), (¥ + 2 t/n), (¥ + 3 t/n)...(¥ + (n-1) t/n) fall on the running cumulative total of the adult population within that stratum. This same procedure is applied to each state within each region to form PSUs.

At the next stage of selection, eighty telephone numbers for each PSU are randomly selected from the updated Harris library of telephone directories. The selected numbers are then altered by dropping the last two digits and replacing them with randomly selected two-digit numbers from a computer random number generator. As many randomly selected telephone numbers and two-digit numbers as needed are successively appended until a working residential number is reached or until an interview is completed in each PSU. This method allows for a wider dispersion of households within a PSU while minimizing the effect of non-residential or non-working telephone exchanges and working banks. Technically, this method of sampling produces an epsem sample of all published banks.

IV. Stratification of Telephone Sample

The core telephone exchanges are stratified by two variables -- geographic region and place of residence. The United States is divided into four regions, as follows:

1. East: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, District of Columbia, and West Virginia.

2. South: Virginia, North Carolina, South Carolina, Florida, Georgia, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma.

3. Midwest: Ohio, Michigan, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Missouri, Kansas, Nebraska, South Dakota, and North Dakota.

4. West: Montana, Wyoming, Colorado, New Mexico, Arizona, Utah, Idaho, Nevada, California, Oregon, and Washington.

We also use three categories for place of residence:

1. Central City: Every place defined by the Census Bureau as a central city of a Standard Metropolitan Statistical Area.

2. Rest of Metropolitan Area: Every place that is not a central city but is within SMSA boundaries.

3. Outside Metropolitan Area: Every place that is not included in any of the other two categories.

We than define each place of residence category within each region as a stratum.

V. Sample Reliability

In order to maintain reliability and integrity in the sample, the telephone field staff follows these procedures when a respondent contact is attempted:

— A nonanswering telephone is dialed three times over a three-day period. At the end of this time, if no contact is made, a new telephone number is generated for that PSU.

— If a business telephone is reached or if contact is made with a household in which a potential respondent presents a language barrier, or a telephone is not in service, a new telephone number is generated for that PSU.

— Once a residential contact is established, the interviewer uses a respondent selection procedure to designate someone in the household for the interview.

VI. Respondent Selection

Within each household contacted for the survey, the interviewer uses a respondent selection procedure to determine which adult member of the household will be interviewed. Under the standardized procedure, the interviewer asks for one of the following household members, in

in order of priority: (1) youngest adult male at home; (2) next youngest adult male at home; (3) youngest adult female at home; or (4) next youngest adult female at home. This procedure results in an acceptable distribution of respondents' sex and age.

If a respondent selection grid is required to select a respondent in a household, the household member with the nearest birthday will be selected as the eligible respondent. This procedure eliminates the complexities involved with the Troldahl-Carter grid while increasing respondents' willingness to participate in the survey. Use of this method results in an acceptable distribution of respondents' sex and age.

VII. Callback Strategy

In order to attain the highest possible response rates within reasonable cost constraints, callbacks are made according to the following guidelines:

No Answer/Not-at-Homes: An initial call and then two callbacks to reach an adult member of the household. Callbacks are made on different days and at different times of the day. After the third call, the household is replaced by another number in that PSU.

Refusals: One callback to try to convert any designated respondent who has refused or terminated an interview. If after the conversion attempt the designated respondent still declines the interview, another household is selected in that PSU.

Unavailable Respondents: An initial call and two callbacks to reach the designated member of the household. If after the third call the respondent is still not available for the interview, another household is selected in that PSU.

Busy signals: An initial call, a follow-up fifteen minutes later, and two callbacks to reach a member of the household. Callbacks are made on different days and at different times of the day. If the telephone is still busy after the fourth call, a new number is selected in that PSU and the household is replaced.

VIII. Weighting

All national public cross sections are weighted to the Census Bureau's latest population parameters on education, sex, race, and age. This adjusts these key variables, where necessary, to their actual proportions in the population. Only moderate weighting is necessary in Harris samples. When the nearest birthday respondent selection procedure is used the data is usually weighted to size of household.

IX. Sampling Error

The results achieved from national public cross sections are subject to sampling error. Sampling error is defined as the difference between the results obtained from the sample and those that would have been obtained had the entire population been surveyed. The size of sampling error varies both with the size of the sample and with the percentage giving a particular answer. The following table sets forth the range of error in samples of different sizes at different percentages of response:

RECOMMENDED ALLOWANCE FOR
SAMPLING ERROR OF PROPORTIONS
(PLUS OR MINUS)

Sampling Tolerances (at 95% Confidence Level)
To Use in Evaluating Any Individual Percentage Result

Approximate Sample Size of Any Group Asked Question on Which Survey Result is Based	Approximate Magnitude of Results				
	Survey Percentage Result at 10% or 90%	Survey Percentage Result at 20% or 80%	Survey Percentage Result at 30% or 70%	Survey Percentage Result at 40% or 60%	Survey Percentage Result at 50%
1,250	2	2	3	3	3
1,000	2	2	3	3	3
500	3	4	4	4	4
300	3	5	5	6	6
200	4	6	6	7	7
100	6	8	9	10	10
50	8	11	13	14	14

For example, if the response for a sample size of 1,000 is 30%, in 95 cases out of 100 the response in the total population would be between 27% and 33%.

X. Significance of Difference Between Proportions

The difference between the percentage responses given by two independent samples to the same question may or may not be significant. To determine whether or not such a difference is indeed significant, the size of the samples involved and the percentage giving each response must be taken into account. The following table shows the margin of error that must be allowed for different sample sizes at different percentages of response:

SAMPLING ERROR OF DIFFERENCE BETWEEN PROPORTIONS

Sampling Tolerances (at 95% Confidence Level) To Use in Evaluating Differences Between Two Percentage Results

Approximate Sample Size of Two Groups Asked Question on Which Survey Results are Based	Approximate Magnitude of Results				
	Survey Percentage Results at 10% or 90%	Survey Percentage Results at 20% or 80%	Survey Percentage Results at 30% or 70%	Survey Percentage Results at 40% or 60%	Survey Percentage Results at 50%
1,250 vs. 1,250	2	3	4	4	4
1,000	2	3	4	4	4
500	3	4	5	5	5
300	4	5	6	6	6
200	4	6	7	7	7
100	6	8	9	10	10
50	8	11	13	14	14
1,000 vs. 1,000	3	4	4	4	4
500	3	4	5	5	5
300	4	5	6	6	6
200	5	6	7	7	8
100	6	8	9	10	10
50	9	11	13	14	14
500 vs. 500	4	4	6	6	6
300	4	6	7	7	7
200	6	7	8	8	8
100	7	9	10	11	11
50	9	12	13	14	15
300 vs. 300	5	6	7	8	8
200	5	7	8	9	9
100	7	9	10	11	11
50	9	12	14	15	15
200 vs. 200	6	8	9	10	10
100	7	10	11	12	12
50	9	12	14	15	15
100 vs. 100	8	11	13	14	14
50	10	14	16	17	17
50 vs. 50	12	16	18	19	20

For example, suppose one group of size 1,000 has a response of 34% "yes" for a question, and an independent group of size 300 has a response of 27% "yes" for the same question, for a difference of 7 percentage points. According to the table, this difference is subject to a potential sampling error of plus or minus 6 percentage points. Since the difference is greater than the potential sampling error, the difference is significant. Moreover, if the entire population were interviewed, the difference would be from 1 to 13 percentage points (the 7 point difference plus or minus the 6 point potential sampling error) in 95 cases out of 100.

The recommended allowances for significance of difference were calculated based on a simple random sample.

Sampling error is only one way in which survey findings may vary from the findings that would result from interviewing every adult member of the population. Survey research is susceptible to human and mechanical error as well, such as interviewer recording errors and data handling. However, the procedures used by the Harris firm keep errors of this kind to a minimum.

LOUIS HARRIS AND ASSOCIATES, INC.
630 Fifth Avenue
New York, New York 10111

/ FOR OFFICE USE ONLY:
/
/ Questionnaire No.:_____
/
/ 5-6-7-8

Study No. 874005

January 28, 1987

Sample Point No./ / / / / / / / /
10-11-12-13-14-15-16

Time Started:_____A.M./P.M.

Interviewer:_____ I.D. No.:_____ Date:_____

Area Code:_____ Telephone No.:_____
(17-26)

Hello, I'm _____ from Louis Harris and Associates, the national survey research firm in New York. We are conducting the Harris Poll and want to speak with the youngest (male/female/person) in this household who is 18 or over.
BE SURE TO GET YOUNGEST ADULT AVAILABLE

FROM OBSERVATION: Respondent Sex

Male.....(27(____-1
Female.....____-2

Q1. Overall do you think that television does or does not influence the values and behavior of people who watch several hours of television each day?

Does influence.....(28(____-1
Does not influence.....____-2
Not sure.....____-3

Q2. Overall do you think the influence of television on viewers is generally positive or generally negative?

Generally positive.....(29(____-1
Generally negative.....____-2
Neither (vol.).....____-3
Not sure.....____-4

Q3. Do you think that watching television tends to encourage or discourage teenagers from being sexually active, or does it have no effect?

Encourages.....(30(____-1
Discourages.....____-2
No effect.....____-3
Not sure.....____-4

Q4. On the whole do you think the television industry should or should not be concerned with the influence it has on the values and behavior of young people?

Should.....(31(____-1
Should not.....____-2
Not sure.....____-3

Q5. I will read you some statements about television. Please say if you agree or disagree with them.

	Agree	Disagree	Not Sure
(a) Most television programs keep the number of references to sex and roles with sexual overtones in their shows within reasonable limits.....(32(	___-1	___-2	___-3
(b) Most television programs give the impression that sex is all fun and no risk.....(33(	___-1	___-2	___-3
(c) Children and teenagers get a realistic understanding of the role of sex in life from watching television.....(34(	___-1	___-2	___-3
(d) What children and young people see on television influences how they behave.....(35(	___-1	___-2	___-3
(e) It would be offensive to indicate on TV that the characters in television programs use birth control.....(36(	___-1	___-2	___-3
(f) There are many things on TV which we are much more offensive than references to contraception.....(37(	___-1	___-2	___-3
(g) Contraception is too controversial to be mentioned in television programs.....(38(	___-1	___-2	___-3
(h) There is so much sex and talk about sex on television that it's not surprising that so many teenagers get pregnant.....(39(	___-1	___-2	___-3
(i) If young people saw that the TV stars they admire use birth control they would be more likely to do so themselves.....(40(	___-1	___-2	___-3

Q6. Overall do you think television accurately represents the importance of sex in American Life or do you think it exaggerates it?

Yes, accurately represents.....(41(___-1
No, exaggerates it.....___-2
Not sure.....___-3

BEST COPY AVAILABLE

Q7. I will read you a list of different products. Please say for each one if you think television stations should or should not be allowed to show advertisements for them.

Do you think television stations should or should not be allowed to advertise? (READ EACH IN TURN)

	Should	Should Not	Not Sure
(1) Beer and wine	(42(____-1	____-2	____-3
(2) Cigarettes	(43(____-1	____-2	____-3
(3) Tampons	(44(____-1	____-2	____-3
(4) Contraceptives	(45(____-1	____-2	____-3
(5) Political candidates	(46(____-1	____-2	____-3
(6) Erotic lingerie	(47(____-1	____-2	____-3
(7) Feminine hygiene sprays	(48(____-1	____-2	____-3
(8) Hemorrhoid treatments	(49(____-1	____-2	____-3
(9) X-rated movies	(50(____-1	____-2	____-3
(10) Lotteries	(51(____-1	____-2	____-3

Q8. If television showed advertising for contraceptives, do you think that would (READ EACH ITEM) or not?

	Would	Would Not	Not Sure
(1) Encourage more teenagers to use contraceptives?	(52(____-1	____-2	____-3
(2) Encourage more teenagers to have sex?	(53(____-1	____-2	____-3
(3) Offend people like you?	(54(____-1	____-2	____-3

Q9. Do you personally have any religious or moral objection to birth control and family planning, or not?

Yes, have moral/religious objection.....(55(____-1
No objection.....____-2
Not sure.....____-3

Q10. The Surgeon General and the National Academy of Sciences have called for a campaign to reduce the spread of AIDS with -- among other things -- much greater use of condoms.

Would you favor or oppose the use of advertisements on TV to promote the use of condoms to prevent the spread of AIDS?

Favor.....(56(____-1
Oppose.....____-2
Not sure.....____-3

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